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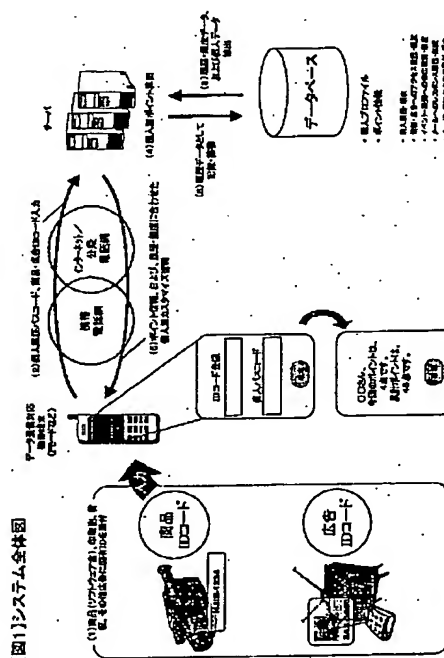
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(54) 【発明の名称】 顧客のプロファイル、購買履歴、および情報への関心度に応じた情報・広告、サービス提供方法、および顧客データの管理方法

## (57) 【要約】

【課題】 顧客の関心度の高さに応じた情報・サービスを提供することによって、顧客の希望しない情報・サービスの氾濫を回避するとともに、特定の商品群やブランドに対する顧客の興味・関心を持続させ、長期的・継続的な購入を促し、顧客にとっての利便性と、事業者にとってのメリットを高い次元で両立させる。

【解決手段】 顧客の関心の高さについて、①当該商品群および関連商品群の購買履歴・購買頻度、②当該商品群に関する情報・広告へのアクセス履歴・取得頻度、③当該商品群に関連するイベント、懸賞等への参加履歴・参加頻度、④当該商品群および関連商品群に関するメール等による通知に対する反応、および⑤クーポン等の特典の付与に対する反応、等に応じて関心度の高さを判別し、関心度の高さに応じて各種情報、広告のほか、イベント、懸賞等のサービス、およびサービスポイントや割引クーポン等の各種特典等を提供する。



# PATENT ABSTRACTS OF JAPAN

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(71)Applicant : MEDIASEEK INC

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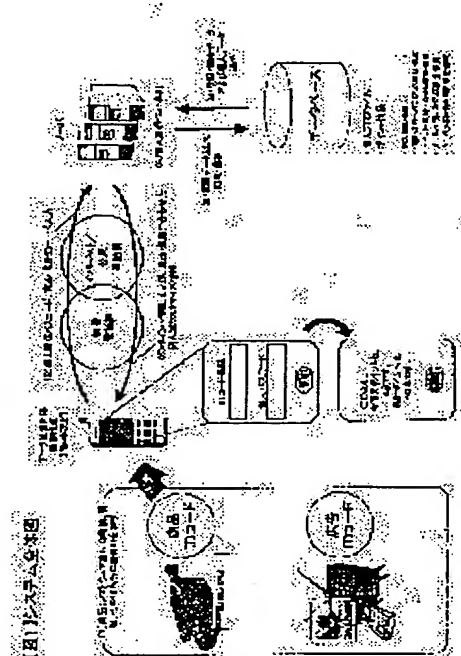
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(54) METHOD FOR PROVIDING INFORMATION, ADVERTISEMENT AND SERVICE CORRESPONDING TO CUSTOMER PROFILE, PURCHASE HISTORY AND DEGREE OF INTEREST IN INFORMATION, AND METHOD FOR MANAGING CUSTOMER DATA

(57)Abstract:

**PROBLEM TO BE SOLVED:** To avoid the overflow of information and services undesired by customers by providing information and services corresponding to the level of the degree of interest of the customers and also to manage both convenience for the customers and a merit for a provider on a high level by maintaining the interest of the customers in a specified merchandise group and brands and promoting long-term and continuous purchase.

**SOLUTION:** In the level of the degree of interest of the customers, this method discriminates the level of the degree of interest in accordance with a purchase history and purchase frequency of a merchandise group and a relevant merchandise group (1), an access history and acquisition frequency to/of information and advertisement about the merchandise group (2), a participation history and participation frequency in an event, prize, etc., related to the merchandise group (3), responses to notices by mail, etc., about the merchandise group and the relevant merchandise group (4), responses to benefit giving such as coupons or the like (5), and offers various information and advertisements and furthermore, various benefits such as events, services like prizes, service points and discount coupons.



## LEGAL STATUS

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## [Claim(s)]

[Claim 1] The server or database connected to the communication network which compounds the wireless, a cable or wireless, and a cable network is accessed. It is possible to receive the information containing an alphabetic character, an image, voice, etc., and to display or reproduce the information concerned from the server concerned or a database. And the pocket mold communication terminal which can send the speech information which includes transmission of data, or a tone signal to a server or a database concerned, it faces from the above-mentioned pocket mold communication terminal to access. The authentication means which can distinguish a user, The database which recorded the access hysteresis of the past of the user concerned, and the database which recorded the purchasing hysteresis of the past of the user concerned, The database which recorded the basic profile information used for marketing, such as an address of the user concerned, age, and sex, The database which recorded the master data which the user concerned needs for authentication and interactive communication of users, such as the telephone number used for access, a cellular-phone number and a mail address, and user ID, a pass code, In a system equipped with the server or database connected to the communication network which compounded the wireless or the cable which has the database which recorded the information about a specific goods group and a specific related goods group, or wireless and a cable network The offer approach and customer data control method of information and an advertisement, and service which are characterized by offering various privileges besides being information and an advertisement, a prize, an event, etc. about the goods group concerned and a related goods group according to the height of whenever [ interested ].

[Claim 2] The equipment which accumulates the purchasing hysteresis of the goods group concerned and a related goods group about the height of whenever [ interest / of the customer of claim 1 ]. The equipment which offers various privileges besides being information and an advertisement, a prize, an event, etc. about the goods group concerned and a related goods group according to the equipment which distinguishes the height of whenever [ interested ], and the height of whenever [ interested ] based on the data, The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing \*\*.

[Claim 3] The newest purchasing amount of money in the equipment which accumulates purchasing hysteresis about the information and the advertisement according to the result of the equipment which accumulates the purchasing hysteresis of claim 2, and offer of service (Ep0)

The past purchasing amount of money (Epn)

When (n is the past count of purchasing and shows the past record with the increment in the value of n), it is the total amount sigma of the past n times of the purchasing amount of money (Ep1, ..., Epn-1, Epn).

The result of the processor to compute, or the result of the equipment which computes the service point Pn according to the total amount of the past n times of the purchasing amount of money, In the equipment which is alike, is based and compares the purchasing amount of money of a customer's past with F (multiplier which defines F for every objects, such as goods and a type of industry)  $\text{sigma}(\text{Ep1}, \dots, \text{Epn-1}, \text{Epn}) > F$  or  $P_n > F$  When F is materialized As opposed to the customer to whom the conditions concerned are satisfied based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which offers various privileges, such as a coupon and a service point, and offers various information, such as information and an advertisement according to a customer's purchasing track record and a prize, and an event.

[Claim 4] The newest purchasing amount of money in the equipment which accumulates purchasing hysteresis about the information and the advertisement according to the result of the equipment which accumulates the purchasing hysteresis of claim 2, and offer of service (Ep0)

The past purchasing amount of money (Epn)

In the equipment which compares the newest purchasing amount of money with the past average purchasing amount of money based on the result of the equipment which computes the average purchasing amount of money AEpn of a past n batch when (n is the past count of purchasing and shows the past record with the increment in the value of n)  $\text{Ep0} > \text{AEpn}$  is realized, it sets about 2 times of the newest purchasing track records to the equipment which compares the purchasing amount of money in that case with the purchasing amount of money in front of that, and it is AND ( $\text{Ep0} > \text{Ep1}$ ) ( $\text{Ep1} > \text{Ep2}$ ).

It sets to the equipment which compares the purchasing amount of money with the purchasing amount of money in front of that about a \*\*\*\*\* case or n times of the purchasing track records for the past N months, and is AND ( $\text{Ep0} > \text{Ep1}$ )... ( $\text{Epn-1} > \text{Epn}$ )

The offer approach and the customer data-control method of information and an advertisement, and service which are characterized by to provide the equipment which offers various privileges, such as a coupon and a service point, and offers various information, such as information and the advertisement according to a customer's purchasing track record and a prize, and an event, to the customer to whom the conditions concerned are satisfied in a \*\*\*\*\* case based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied.

[Claim 5] The newest purchasing amount of money in the equipment which accumulates purchasing hysteresis about the information and the advertisement according to the result of the equipment which accumulates the purchasing hysteresis of claim 2, and offer of service (Ep0)

The past purchasing amount of money (Epn)

When (n is the past count of purchasing and shows the past record with the increment in the value of n) In the equipment which compares a customer's average purchasing amount of money with F (multiplier which defines F for every objects, such as goods and a type of industry) based on the result of the equipment which computes the average purchasing amount of money AEpn of a past n batch  $\text{AEpn} > F$  As opposed to the customer to whom the conditions concerned are satisfied based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied when F is realized, i.e., the comparatively high customer of the amount of purchase per time Various privileges which become effective only when the result of the equipment which judges purchasing more than the average purchasing amount of money AEpn of the customer concerned is

outputted, such as a rebate check and the bonus point, are offered. Moreover, the offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to offer various information, such as information and an advertisement according to a customer's purchasing track record and a prize, and an event.

[Claim 6] The newest purchasing amount of money in the equipment which accumulates purchasing hysteresis about the information and the advertisement according to the result of the equipment which accumulates the purchasing hysteresis of claim 2, and offer of service (Ep0)

The past purchasing amount of money (Epn)

When (n is the past count of purchasing and shows the past record with the increment in the value of n) In the equipment which compares a customer's average purchasing amount of money with F (multiplier which defines F for every objects, such as goods and a type of industry) based on the result of the equipment which computes the average purchasing amount of money  $AE_{pn}$  of a past n batch  $AE_{pn} < \text{---}$  The customer of a small sum is received comparatively. the customer to whom the conditions concerned are satisfied based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied when F is realized, i.e., the amount of purchase per time, --- Various privileges which become effective only when the result of the equipment which judges the continuous purchase of goods is outputted, such as a rebate check and the bonus point (For example, it offers offering the bonus point exchangeable for the one goods concerned for free, when purchase is continued over at least 1 time and five weeks every week etc.) The goods and service those in amount of money purchased from the past purchasing track record, [ most / quantity-wise or ] Or the equipment which makes it possible to offer various privileges, such as a commodity group who purchased, a rebate check which becomes effective only to the purchase of the goods and service belonging to a brand, and the bonus point, The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing \*\*.

[Claim 7] In the equipment which accumulates purchasing hysteresis about the information and the advertisement according to the result of the equipment which accumulates the purchasing hysteresis of claim 2, and offer of service From the result of the equipment which divides one day in the time zone of N individual of 1 - N, and the equipment which memorizes the purchasing time of day (Tp) of goods the result of the equipment which specifies the time zone (G) which purchasing concentrates especially among one day --- being based --- the time zone (G) concerned --- or The equipment which makes it possible to distribute actively the information (message) which attached various privileges, such as a coupon, with e-mail etc. in accordance with the time zone of N individual in front of that, and the offer approach and customer data control method of information and an advertisement, and service which are characterized by providing \*\*.

[Claim 8] It sets to the equipment which accumulates purchasing hysteresis about the information and the advertisement according to the result of the equipment which accumulates the purchasing hysteresis of claim 2, and offer of service, and is the purchasing amount-of-money total amount sigma in a fixed period N of the customer concerned (Ep1, ..., Epn-1, Epn). The equipment to compute, the specific goods and service which are occupied in the amount of money or a specific commodity group, the rate of the goods and service belonging to a brand (%)

In the equipment which computes  $Sp_n$ , and the equipment which compares  $Sp_n$  with F (multiplier which defines F for every objects, such as goods and a type of industry) about the goods and service purchased during the period concerned  $Sp_n > \text{---}$  When F is realized about one of goods and services As opposed to the customer to whom the conditions concerned are satisfied based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied Various privileges limited only to goods and the service concerned, such as a rebate check and the bonus point, are offered. Moreover, the offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to offer various information, such as information and an advertisement according to a customer's purchasing track record and a prize, and an event.

[Claim 9] It sets to the equipment which accumulates purchasing hysteresis about the information and the advertisement according to the result of the equipment which accumulates the purchasing hysteresis of claim 2, and offer of service, and is the purchasing amount-of-money total amount sigma for the past N months of the customer concerned (Ep1, ..., Epn-1, Epn). The equipment to compute, the specific goods and service which are occupied in the amount of money or a specific commodity group, the rate of the goods and service belonging to a brand (%)

In the equipment which computes  $Sp_n$ , and the equipment which compares  $Sp_n$  with F (multiplier which defines F for every objects, such as goods and a type of industry) about the goods and service purchased during the period concerned  $Sp_n < \text{---}$  When F is not realized about goods and service which, either Namely, when the purchase of the goods belonging to specific goods and service, or a specific brand or service is not remarkable As opposed to the customer to whom the conditions concerned are satisfied based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied The event and prize relevant to information, an advertisement, and new goods and service of new goods and service, Or various privileges which become effective in the case of the purchase of new goods and service, such as a rebate check and the bonus point, are offered. Various privileges which become effective only when the result of the equipment which judges the continuous purchase of goods is outputted, such as a rebate check and the bonus point The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible (for example, to offer offering the bonus point exchangeable for the one goods concerned for free when purchase is continued over at least 1 time and five weeks every week etc.).

[Claim 10] It sets to the equipment which accumulates purchasing hysteresis about the information and the advertisement according to the result of the equipment which accumulates the purchasing hysteresis of claim 2, and offer of service, and is the amount sum total  $W_{pn}$  of purchasing of all the customers for the past N months. (n is a count of purchasing for the past N months)

In the equipment which compares the total sales of a certain moon with the amount of an average per month based on the result of the equipment to compute and the equipment which computes the sales \*\*\*\* of all the customers for one certain month \*\*\*\*  $> W_{pn} /$  Various privileges which become effective only when N is realized and the result of the equipment which judges purchasing more than the average purchasing amount of money  $AE_{pn}$  per [ of each customer ] time is outputted, such as a rebate check and the bonus point, are offered. Moreover, the offer approach and customer data control method of information

and an advertisement, and service which are characterized by providing the equipment which makes it possible to offer various information, such as information and an advertisement according to a customer's purchasing track record and a prize, and an event.

[Claim 11] In the equipment which accumulates purchasing hysteresis about the information and the advertisement according to the result of the equipment which accumulates the purchasing hysteresis of claim 2, and offer of service. The amount sum total  $W_{pn}$  of purchasing of all the customers for the past N months (n is a count of purchasing for the past N months). Equipment to compute, In the equipment which compares the total sales of a certain month with the amount of an average per month based on the result of the equipment which computes the sales \*\*\*\* of all the customers for one certain month \*\*\*\*  $< \frac{W_{pn}}{N}$  When N is realized (i.e., when the sales of a certain month are less than the amount of an average per month). Various privileges which become effective only when the result of the equipment which judges purchasing of the above-mentioned inactive period is outputted, such as a rebate check and the bonus point, are offered. Moreover, the offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to offer various information, such as information and an advertisement according to a customer's purchasing track record and a prize, and an event.

[Claim 12] It sets to the equipment which accumulates purchasing hysteresis about the information and the advertisement according to the result of the equipment which accumulates the purchasing hysteresis of claim 2, and offer of service, and is a customer's purchasing amount-of-money total amount  $\sigma$  for the past N months ( $E_{p1}, \dots, E_{pn-1}, E_{pn}$ ).

The amount ratio of new product purchase which is a ratio of the amount of money which purchased from sale the new product within N two months (multiplier which defines N2 for every objects, such as goods and a type of industry) among the equipment to compute and the past purchasing amount of money (%)

The count of purchasing of the equipment which computes  $SS_{pn}$ , and the goods and service for past N one month (multiplier which defines N1 for every objects, such as goods and a type of industry) (time)

The count ratio of new product purchase which is a ratio of the equipment which computes n, and the count which purchased from sale the new product within N two months (multiplier which defines N2 for every objects, such as goods and a type of industry) among n (%)

In the equipment which compares the amount ratio of new product purchase with F1 (multiplier which defines F1 for every objects, such as goods and a type of industry) based on the result of the equipment which computes  $C_n$   $SS_{pn} > \frac{F1}{N}$  When F1 is realized. In the equipment which compares the count ratio of new product purchase with F2 (multiplier which defines F2 for every objects, such as goods and a type of industry)  $C_n > \frac{F2}{N}$  As opposed to the customer to whom the conditions concerned are satisfied based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied when F2 is realized. Various privileges, such as a coupon effective only when the result of the equipment which judges the purchase of a new product is outputted, and a service point, are offered. Moreover, the offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to offer various information, such as information and an advertisement about a new product and a prize, and an event.

[Claim 13] The equipment which records and accumulates the purchasing frequency of the goods group concerned and a related goods group about the height of whenever [ interest / of the customer of claim 1 ], The equipment which offers offer of offer of the information and the advertisement about the goods group concerned and a related goods group, a prize, an event, etc., and various privileges according to the equipment which distinguishes the height of whenever [ interested ], and the height of whenever [ interested ] based on the data, The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing \*\*.

[Claim 14] The newest purchasing date in the equipment which records and accumulates purchasing frequency about offer of the data utility according to the result of the equipment which records and accumulates the purchasing frequency of claim 13 (Dp0)

The newest purchasing time of day (Tp0)

The past purchasing date (Dpn)

The past purchasing time of day (Tpn)

When (n is the past count of purchasing and shows the past record with the increment in the value of n) The newest purchased lead time  $L_{p0}$  (the difference of the days of Dp0 and Dp1, or time difference of Tp0 and Tp1), the past purchased lead time  $L_{pn}$  (the difference of the days of Dpn and Dpn+1  $\rightarrow$ ) The purchasing frequency of the customer concerned is held based on the result of the equipment which computes average purchased lead time  $AL_{pn}$  of the time difference of Tpn and Tpn+1, and a past n batch. Or the newest purchased lead time, In the equipment which compares the purchased lead time in that case with the lead time in front of that about 2 times of the newest purchasing track records in the equipment which compares the past average purchased lead time when  $L_{p0} < AL_{pn}$  is realized ( $L_{p0} < L_{p1}$ ) AND ( $L_{p1} < L_{p2}$ )

It sets to the equipment which compares a purchased lead time with the lead time in front of that about a \*\*\*\*\* case or n times of the purchasing track records for the past N months, and is AND ( $L_{p0} < L_{p1}$ )... ( $L_{pn-1} < L_{pn}$ )

The offer approach and the customer data-control method of information and an advertisement, and service which are characterized by to provide the equipment which makes it possible to make it possible to offer various privileges, such as a coupon and a service point, to the customer to whom the above-mentioned conditions are satisfied in a \*\*\*\*\* case based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied, and to offer various information, such as the information and the advertisement according to a customer's purchasing track record and a prize, and an event..

[Claim 15] The newest purchasing date in the equipment which records and accumulates purchasing frequency about offer of the data utility according to the result of the equipment which records and accumulates the purchasing frequency of claim 13 (Dp0)

The newest purchasing time of day (Tp0)

The past purchasing date (Dpn)

The past purchasing time of day (Tpn)

When (n is the past count of purchasing and shows the past record with the increment in the value of n) The newest purchased

lead time  $Lp0$  (the difference of the days of  $Dp0$  and  $Dp1$ , or time difference of  $Tp0$  and  $Tp1$ ), the past purchased lead time  $Lpn$  (the difference of the days of  $Dpn$  and  $Dpn+1$  —) Or it is based on the result of the equipment which computes average purchased lead time  $ALpn$  of the time difference of  $Tpn$  and  $Tpn+1$ , and a past  $n$  batch, the purchasing frequency of the customer concerned — taking control — the newest purchasing date ( $Dp0$ ) — or The date which has passed by the average purchased lead time ( $ALpn$ ) since the newest purchasing time of day ( $Tp0$ ), And based on the result of the equipment which computes time of day and  $DpxTpx$ , it doubles at the date ( $Dpx$ ) or time of day ( $Tpx$ ). Various privileges, such as a coupon and a service point, and a customer's purchasing track record, The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to carry out information distribution of the various information, such as information and an advertisement according to purchasing frequency and a prize, and an event, etc. actively with e-mail etc.

[Claim 16] The newest purchasing date ( $Dp0$ ) in the equipment which accumulates the utilization hysteresis and the frequency of the various privileges which start acquisition of goods, such as equipment which accumulates purchasing hysteresis, equipment which records and accumulates purchasing frequency, and a coupon, and service about offer of the data utility according to the result of the equipment which records and accumulates the purchasing frequency of claim 13

The newest purchasing time of day ( $Tp0$ )

The newest purchasing amount of money ( $Ep0$ )

With [, such as the newest privilege ] the date of issue ( $Dy0$ )

Issuance time of day, such as the newest privilege ( $Ty0$ )

Utilization dates, such as the newest privilege ( $Dy'0$ )

Utilization time of day, such as the newest privilege ( $Ty'0$ )

The past purchasing date ( $Dpn$ )

The past purchasing time of day ( $Tpn$ )

The past purchasing amount of money ( $Epn$ )

With [, such as the past privilege ] the date of issue ( $Dyn$ )

Issuance time of day, such as the past privilege ( $Tyn$ )

Utilization dates, such as the past privilege ( $Dy'n$ )

Utilization time of day, such as the past privilege ( $Ty'n$ )

When ( $n$  is the past count of purchasing and shows the past record with the increment in the value of  $n$ ) The newest purchased lead time  $Lp0$  (the difference of the days of  $Dp0$  and  $Dp1$ , or time difference of  $Tp0$  and  $Tp1$ ), the past purchased lead time  $Lpn$  (the difference of the days of  $Dpn$  and  $Dpn+1$  —) Or the newest purchased lead time shown in claim 14 based on the result of the equipment which computes average purchased lead time  $ALpn$  of the time difference of  $Tpn$  and  $Tpn+1$ , and a past  $n$  batch, and average privilege utilization factor  $\%Yn$  of a past  $n$  batch, About the equipment and 2 times of the newest purchasing track records which compare the past average purchased lead time, the purchased lead time in that case, It sets to the equipment which compares a purchased lead time with the lead time in front of that about the equipment which compares the lead time in front of that, and  $n$  times of the purchasing track records for the past  $N$  months, and is  $1.Lp0 < ALpn2.(Lp0 < Lp1)$  AND  $(Lp1 < Lp2). 3.(Lp0 < Lp1) AND \dots (Lpn-1 < Lpn)$

When the conditions of \*\*\*\*\* are not satisfied, either, it is the total amount sigma of the past  $n$  times of the purchasing amount of money ( $Ep1, \dots, Epn-1, Epn$ ).

In the equipment which compares the past purchasing amount of money with  $F$  (multiplier which defines  $F$  for every objects, such as goods and a type of industry) based on the result of the equipment to compute, or the result of the equipment which computes the service point  $Pn$  according to the total amount of the past  $n$  times of the purchasing amount of money  $\sigma(Ep1, \dots, Epn-1, Epn) > F$  Or  $Pn > In$  the equipment which compares the average utilization factor and  $N$  (multiplier which defines  $N$  for every objects, such as goods and a type of industry) of a privilege of a coupon etc. when  $F$  is realized  $Yn > As$  opposed to the customer to whom the conditions concerned are satisfied based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied when  $N$  is realized Various privileges, such as a coupon and a service point, are offered. Moreover, a customer's purchasing track record, The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to offer various information, such as information and an advertisement according to the utilization factor of the privilege of purchasing frequency, a coupon, etc. and a prize, and an event.

[Claim 17] The equipment which accumulates the access hysteresis to the information and the advertisement about the goods group concerned and a related goods group about the height of whenever [ interest / of the customer of claim 1 ], The equipment which offers offer of offer of the information and the advertisement about the goods group concerned and a related goods group, a prize, an event, etc., and various privileges according to the equipment which distinguishes the height of whenever [ interested ], and the height of whenever [ interested ] based on the data, The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing \*\*.

[Claim 18] In the equipment which accumulates the access hysteresis to information and an advertisement about the information and the advertisement according to the result of the equipment which accumulates the access hysteresis to the information and the advertisement of claim 17, and offer of service As a result of access, it is based on the result of the equipment which computes the access amount of data of per 1 utilization opportunity (one session) from the result of the equipment which converts into a page or the number of alphabetic characters the amount of data of the information and the advertisement which the customer acquired, and is the newest access amount of data ( $Eq0$ ).

The past access amount of data ( $Eqn$ )

When ( $n$  is the past count of access and shows the past record with the increment in the value of  $n$ ), it is the sum total sigma of the access amount of data to information and advertisement for the past  $N$  months of a customer ( $Eq1, \dots, Eqn-1, Eqn$ ).

The equipment to compute and the equipment which classifies the information and the advertisement accumulated in a server and a database into the genre from which  $N$  (multiplier which defines  $N$  for every objects, such as goods and type of industry) individual differs, It is based on the result of the above-mentioned equipment. In access to the information and the advertisement for  $N$  months It is based on the result of the equipment which detects the genre  $Bqn$  which the customer



concerned uses best. When the customer concerned accesses information and an advertisement, it is based on the result of the equipment with which a genre detects with Bqn the information and the advertisement according to which it is classified. The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment with which a customer makes it possible to offer the information and the advertisement of a most concerned genre, and to offer various privileges, such as a coupon and a service point, further.

[Claim 19] In the equipment which accumulates the access hysteresis to information and an advertisement about the information and the advertisement according to the result of the equipment which accumulates the access hysteresis to the information and the advertisement of claim 17, and offer of service As a result of access, it is based on the result of the equipment which computes the access amount of data of per 1 utilization opportunity (one session) from the result of the equipment which converts into a page or the number of alphabetic characters the amount of data of the information and the advertisement which the customer acquired, and is the newest access amount of data (Eq0).

The past access amount of data (Eqn)

When (n is the past count of access and shows the past record with the increment in the value of n) It is based on the result of the equipment which detects the information and the advertisement which is equivalent to the utilization amount of data Eq1 in the newest session among the past sessions. When the customer concerned accesses information and an advertisement, it is based on the result of the equipment which detects the information and the advertisement with which the amount of data is equivalent to Eq1. The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to offer the data utility according to a customer's interested level, and to offer various privileges, such as a coupon and a service point, further.

[Claim 20] It is based on the result of the equipment which computes the access amount of data of per 1 utilization opportunity (one session) from the result of the equipment which converts into a page or the number of alphabetic characters the amount of data of the information and the advertisement which acquired in the equipment which accumulates the access hysteresis to information and an advertisement as a result of access about the information and the advertisement according to the result of the equipment which accumulates the access hysteresis to the information and the advertisement of claim 17, and offer of service, and it is the newest access amount of data (Eq 0).

The past access amount of data (Eqn)

When (n is the past count of access and shows the past record with the increment in the value of n) In the equipment which measures the access amount of data of the newest session, and the past average access amount of data among the past sessions based on the result of the processor which computes average access amount-of-data AEqn of a past n batch Eq1 > It sets to the equipment which measures the access amount of data in that case, and the access amount of data in the utilization in front of that about the past 2 times of access track records when AEqn is realized, and is AND (Eq1> Eq2). (Eq2> Eq3)

It sets to the equipment which measures the access amount of data and the access amount of data in front of that about a \*\*\*\*\* case or n times of the access track records for the past N months, and is AND (Eq1> Eq2)... (Eqn-1> Eqn)

The offer approach and the customer data-control method of information and an advertisement, and service which are characterized by to provide the equipment which makes it possible to make it possible to offer information, a more detailed advertisement and a more detailed prize, an event, etc. to the customer to whom the conditions concerned are satisfied in a \*\*\*\*\* case based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied, and to offer various privileges, such as a coupon and a service point.

[Claim 21] In the equipment which accumulates the access hysteresis to information and an advertisement about the information and the advertisement according to the result of the equipment which accumulates the access hysteresis to the information and the advertisement of claim 17, and offer of service As a result of access, it is based on the result of the equipment which computes the access amount of data of per 1 utilization opportunity (one session) from the result of the equipment which converts into a page or the number of alphabetic characters the amount of data of the information and the advertisement which the customer acquired, and is the newest access amount of data (Eq0).

The past access amount of data (Eqn)

When (n is the past count of access and shows the past record with the increment in the value of n), it is the sum total sigma of the access amount of data to information and advertisement for the past N months of a customer (Eq1, ..., Eqn-1, Eqn).

The rate of a new product data access which is a ratio of the amount of data which accessed from sale the information and the advertisement about the new product within N two months (multiplier which defines N2 for every objects, such as goods and a type of industry) among the equipment to compute and the past access (%)

In the equipment which compares the rate of a new product data access with F1 (multiplier which defines F1 for every objects, such as goods and a type of industry) based on the result of the equipment which computes SSqn SSpn > As opposed to the customer to whom the conditions concerned are satisfied based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied when F1 is realized Various privileges, such as a coupon effective only when the result of the equipment which judges the purchase of a new product is outputted, and a service point, are offered. Moreover, the offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to offer various information, such as information and an advertisement about a new product and a prize, and an event.

[Claim 22] In the equipment which accumulates the access hysteresis to information and an advertisement about the information and the advertisement according to the result of the equipment which accumulates the access hysteresis to the information and the advertisement of claim 17, and offer of service From the result of the equipment which divides one day in the time zone of N individual of 1 - N, and the equipment which memorizes the access time of day (Tq) to information and an advertisement the result of the equipment which specifies the time zone (G) which access concentrates especially among one day — being based — the time zone (G) concerned — or The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to distribute actively the information, the advertisement, etc. according to a customer's interest with e-mail etc. in accordance with the time zone of N individual in front of that.

[Claim 23] The equipment which records and accumulates the access frequency to the information and the advertisement about

the goods group concerned and a related goods group about the height of whenever [ interest / of the customer of claim 1 ], The equipment which offers offer of the information and the advertisement about the goods group concerned and a related goods group, a prize, an event, etc. and various privileges according to the equipment which distinguishes the height of whenever [ interested ], and the height of whenever [ interested ] based on the data, The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing \*\*.

[Claim 24] The newest access date in the equipment which records and accumulates the access frequency to information and an advertisement about offer of the data utility according to the result of the equipment which records and accumulates the access frequency to the information and the advertisement of claim 23 (Dq0)

The newest access time of day (Tq0)

The past access date (Dqn)

The past access time of day (Tqn)

When (n is the past count of access and shows the past record with the increment in the value of n) the newest access lead time Lq0 (the difference of the days of Dq0 and Dq1 →) or the time difference of Tq0 and Tq1 and the past access lead time Lqn (the difference of the days of Dqn and Dqn+1 →) Based on the result of the equipment which computes the average access lead time ALqn of the time difference of Tqn and Tqn+1, and a past n batch, the access frequency to information and advertisement of a customer is held. Or the newest access lead time, When Lq0<ALqn is realized in the equipment which compares the past average access lead time, Or about 2 times of the newest access track records, it sets to the equipment which compares the access lead time in that case with the access lead time in front of that, and is AND (Lq0<Lq1), (Lq1<Lq2) It sets to the equipment which compares access lead time with the access lead time in front of that about a \*\*\*\*\* case or n times of the access track records for the past N months, and is AND (Lq0<Lq1).... (Lqn-1<Lqn)

As opposed to the customer to whom the conditions concerned are satisfied in a \*\*\*\*\* case based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied Various privileges, such as a coupon and a service point, are offered. Moreover, the access track record to information and advertisement of a customer, The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to offer various information, such as information and an advertisement according to access frequency and a prize, and an event.

[Claim 25] The newest access date in the equipment which records and accumulates the access frequency to information and an advertisement about offer of the data utility according to the result of the equipment which records and accumulates the access frequency to the information and the advertisement of claim 23 (Dq0)

The newest access time of day (Tq0)

The past access date (Dqn)

The past access time of day (Tqn)

When (n is the past count of access and shows the past record with the increment in the value of n) the newest access lead time Lq0 (the difference of the days of Dq0 and Dq1 →) or the time difference of Tq0 and Tq1 and the past access lead time Lqn (the difference of the days of Dqn and Dqn+1 →) Or it is based on the result of the equipment which computes the average access lead time ALqn of the time difference of Tqn and Tqn+1, and a past n batch, the access frequency to information and advertisement of a customer — taking control — the newest access date (Dq0) — or The date which has passed by average access lead time (ALqn) since the newest access time of day (Tq0), And based on the result of the equipment which computes time of day and DqxTx, it doubles at the date (Dpx) or time of day (Tpx). Various privileges, such as a coupon and a service point, and the access track record to information and advertisement of a customer, The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to carry out information distribution of the various information, such as information and an advertisement according to access frequency and a prize, and an event, etc. actively with e-mail etc.

[Claim 26] The newest access date in the equipment which records and accumulates the access frequency to information and an advertisement about offer of the data utility according to the result of the equipment which records and accumulates the access frequency to the information and the advertisement of claim 23 (Dq0)

The newest access time of day (Tq0)

The past access date (Dqn)

The past access time of day (Tqn)

When (n is the past count of access and shows the past record with the increment in the value of n) the newest access lead time Lq0 (the difference of the days of Dq0 and Dq1 →) or the time difference of Tq0 and Tq1 and the past access lead time Lqn (the difference of the days of Dqn and Dqn+1 →) Or the newest access lead time shown in claim 24 based on the result of the equipment which computes the average access lead time ALqn of the time difference of Tqn and Tqn+1, and a past n batch, About the equipment and 2 times of the newest access track records which compare the past average access lead time, the access lead time in that case, In the equipment which compares access lead time with the access lead time in front of that about the equipment which compares the access lead time in front of that, and n times of the access track records for the past N months 1. Lq0<ALqn2.(Lq0<Lq1) AND (Lq1<Lq2)

3.(Lq0<Lq1)AND....(Lqn-1<Lqn)

When the conditions of \*\*\*\*\* are not satisfied, either, it is the total amount sigma of the past n times of the purchasing amount of money (Ep1, ..., Epn-1, Epn).

In the equipment which compares the past purchasing amount of money with F (multiplier which defines F for every objects, such as goods and a type of industry) based on the result of the equipment to compute, or the result of the equipment which computes the service point Pn according to the total amount of the past n times of the purchasing amount of money sigma(Ep1, ..., Epn-1, Epn) > F Or Pn > As opposed to the customer to whom the conditions concerned are satisfied based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied when F is realized The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to offer various privileges, such as a coupon and a service point.

[Claim 27] The equipment which accumulates the participating hysteresis to the event relevant to the goods group concerned



and a related goods group, a prize, etc. about the height of whenever [ interest / of the customer of claim 1 ]. The equipment which offers offer of the information and the advertisement about the goods group concerned and a related goods group, a prize, an event, etc., and various privileges according to the equipment which distinguishes the height of whenever [ interested ], and the height of whenever [ interested ] based on the data. The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing \*\*.

[Claim 28] It is based on the result of the equipment which computes the participating amount of data of per 1 utilization opportunity (one session) from the result of the event in which the customer participated in the equipment which accumulates the participating hysteresis to an event, a prize, etc. about the information and the advertisement according to the result of the equipment which accumulates the participating hysteresis to the event of claim 27, a prize, etc., and offer of service, and the equipment which converts the amount of data of a prize into a page or the number of alphabetic characters, and it is the newest participating amount of data (Er 0).

The past participating amount of data (Ern)

When (n is the past count of participation and shows the past record with the increment in the value of n), it is the sum total sigma of a customer's event for the past N months, and the participating amount of data to a prize (Er1, ..., Ern-1, Ern).

The equipment to compute, the event accumulated in a server and a database, and the equipment which classifies a prize into the genre from which N (multiplier which defines N for every objects, such as goods and type of industry) individual differs. It is based on the result of the above-mentioned equipment. In the event for N months, and the participating track record to a prize It is based on the result of the equipment which detects the genre Brn which the customer concerned uses best. It is based on the result of the equipment with which a genre detects with Brn the event according to which it is classified, and a prize. The offer approach and customer data control method [claim 29] of information and an advertisement, and service which are characterized by providing the equipment with which a customer makes it possible to offer the event of a most concerned genre, and a prize and to offer various privileges, such as a coupon and a service point, further In the equipment which accumulates the participating hysteresis to an event, a prize, etc. about the information and the advertisement according to the result of the equipment which accumulates the participating hysteresis to the event of claim 27, a prize, etc., and offer of service The utilization amount of data [ in / based on the result of the equipment which computes the access amount of data of per 1 utilization opportunity (one session) from the result of the equipment which converts into a page or the number of alphabetic characters an event and the amount of data spent on participation of a prize / the newest session ] (Er0)

The utilization amount of data in the past session (Ern)

When (n is the past count of participation and shows the past record with the increment in the value of n) It is based on the result of the equipment which detects the event and prize which are equivalent to the utilization amount of data Er1 in the newest session among the past sessions. By offering the event and prize in which the amount of data is equivalent to Er1, when the customer concerned participates in an event and a prize The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to offer the data utility according to a customer's interested level, and to offer various privileges, such as a coupon and a service point, further.

[Claim 30] In the equipment which accumulates the participating hysteresis to an event, a prize, etc. about the information and the advertisement according to the result of the equipment which accumulates the participating hysteresis to the event of claim 27, a prize, etc., and offer of service The utilization amount of data [ in / based on the result of the equipment which computes the access amount of data of per 1 utilization opportunity (one session) from the result of the equipment which converts into a page or the number of alphabetic characters an event and the amount of data spent on participation of a prize / the newest session ] (Er0)

The utilization amount of data in the past session (Ern)

When (n is the past count of participation and shows the past record with the increment in the value of n) In the equipment which measures the utilization amount of data and the past average utilization amount of data in the newest session among the past sessions based on the result of the equipment which computes average utilization amount-of-data AErn in the session of a past n batch  $Er1 > It$  sets to the equipment which measures the utilization amount of data in that case, and the utilization amount of data in the session in front of that about 2 times of the past participating track records when AErn is realized, and is AND (Er1>Er2). (Er2> Er3)

It sets to the equipment which measures the utilization amount of data and the utilization amount of data in front of that about a \*\*\*\*\* case or n times of the participating track records for the past N months, and is AND (Er1> Er2)... (Ern-1> Ern)

The offer approach and the customer data-control method of information and an advertisement, and service which are characterized by to provide the equipment which makes it possible to sponsor a more complicated event and the opportunity of the participation to a prize with more high gamble nature etc., and to offer various privileges, such as a coupon and a service point, to the customer to whom the conditions concerned are satisfied in a \*\*\*\*\* case based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied.

[Claim 31] In the equipment which accumulates the participating hysteresis to an event, a prize, etc. about the information and the advertisement according to the result of the equipment which accumulates the participating hysteresis to the event of claim 27, a prize, etc., and offer of service The utilization amount of data [ in / based on the result of the equipment which computes the access amount of data of per 1 utilization opportunity (one session) from the result of the equipment which converts into a page or the number of alphabetic characters an event and the amount of data spent on participation of a prize / the newest session ] (Er0)

The utilization amount of data in the past session (Ern)

When (n is the past count of participation and shows the past record with the increment in the value of n), it is the sum total sigma of the participating amount of data to a customer's event for the past N months, a prize, etc. (Er1, ..., Ern-1, Ern).

The new event participating data rate which is a ratio of the amount of data which participated in the new event within N two months (multiplier which defines N2 for every objects, such as goods and a type of industry), and the prize from offer initiation among the equipment to compute and the past participating track record (%)

In the equipment which compares a new event participating data rate with F1 (multiplier which defines F1 for every objects, such

as goods and a type of industry) based on the result of the equipment which computes  $SS_{rn} > SS_{rn}$  As opposed to the customer to whom the conditions concerned are satisfied based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied, when F1 is realized The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to offer various privileges, such as an effective service point, only when the result of the equipment which judges the participation to the new event within N2 month and a prize from offer initiation is outputted.

[Claim 32] In the equipment which accumulates participating hysteresis about the information and the advertisement according to the result of the equipment which accumulates the participating hysteresis to the event of claim 27, a prize, etc., and offer of service From the result of the equipment which divides one day in the time zone of N individual of 1 - N, and the equipment which memorizes the participating time of day (Tr) to an event, a prize, etc. the result of the equipment which specifies the time zone (G) which participation concentrates especially among one day — being based — the time zone (G) concerned — or The equipment which makes it possible to distribute actively the information (message) which attached various privileges, such as a coupon, with e-mail etc. in accordance with the time zone of N individual in front of that, and the offer approach and customer data control method of information and an advertisement, and service which are characterized by providing \*\*.

[Claim 33] The equipment which records and accumulates the participating frequency to the event relevant to the goods group concerned and a related goods group, a prize, etc. about the height of whenever [ interest / of the customer of claim 1 ], The equipment which offers offer of offer of the information and the advertisement about the goods group concerned and a related goods group, a prize, an event, etc., and various privileges according to the equipment which distinguishes the height of whenever [ interested ], and the height of whenever [ interested ] based on the data, The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing \*\*.

[Claim 34] The newest participating date in the equipment which records and accumulates the participating frequency to an event, a prize, etc. about offer of the information according to the result of the equipment which records and accumulates the participating frequency to the event of claim 33, a prize, etc. (Dr0)

The newest participating time of day (Tr0)

The past participating date (Drn)

The past participating time of day (Trn)

When (n is the past count of participation and shows the past record with the increment in the value of n) The newest participating lead time Lr0 (the difference of the days of Dr0 and Dr1, or time difference of Tr0 and Tr1), the past participating lead time Lrn (the difference of the days of Drn and Drn+1 —) Based on the result of the processor which computes the average participating lead time ALrn of the time difference of Trn and Trn+1, and a past n batch, the participating frequency to a customer's event, a prize, etc. is held. Or the newest participating lead time, In the equipment which compares the participating lead time in that case with the participating lead time in front of that about 2 times of the newest participating track records in the equipment which compares the past average participating lead time when  $Lr0 < ALrn$  is realized ( $Lr0 < Lr1$ ) AND ( $Lr1 < Lr2$ )

It sets to the equipment which compares participating lead time with the participating lead time in front of that about a \*\*\*\*\* case or n times of the participating track records for the past N months, and is AND ( $Lr0 < Lr1$ )... ( $Lrn-1 < Lrn$ )

As opposed to the customer to whom the conditions concerned are satisfied in a \*\*\*\*\* case based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied It makes it possible to offer the information and the advertisement about the goods group concerned and a related goods group. Moreover, the offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to offer a customer's prize, an event, etc. according to a participating track record and participating frequency to an event, a prize, etc., and to offer various privileges, such as a coupon, further.

[Claim 35] The newest participating date in the equipment which records and accumulates the participating frequency to an event, a prize, etc. about offer of the information according to the result of the equipment which records and accumulates the participating frequency to the event of claim 33, a prize, etc. (Dr0)

The newest participating time of day (Tr0)

The past participating date (Drn)

The past participating time of day (Trn)

When (n is the past count of participation and shows the past record with the increment in the value of n) The newest participating lead time Lr0 (the difference of the days of Dr0 and Dr1, or time difference of Tr0 and Tr1), the past participating lead time Lrn (the difference of the days of Drn and Drn+1 —) Or it is based on the result of the processor which computes the average participating lead time ALrn of the time difference of Trn and Trn+1, and a past n batch. the participating frequency to a customer's event, a prize, etc. — taking control — the newest participating date (Dr0) — or The date which has passed by average participating lead time (ALrn) since the newest participating time of day (Tr0), And based on the result of the equipment which computes time of day and DrxTrx, it doubles at the date (Drx) or time of day (Trx). Various privileges, such as a coupon and a service point, and the access track record to information and advertisement of a customer, The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to carry out information distribution of the various information, such as information and an advertisement according to access frequency and a prize, and an event, etc. actively with e-mail etc.

[Claim 36] The newest participating date in the equipment which records and accumulates the participating frequency to an event, a prize, etc. about offer of the information according to the result of the equipment which records and accumulates the participating frequency to the event of claim 33, a prize, etc. (Dr0)

The newest participating time of day (Tr0)

The past participating date (Drn)

The past participating time of day (Trn)

When (n is the past count of participation and shows the past record with the increment in the value of n) The newest participating lead time Lr0 (the difference of the days of Dr0 and Dr1, or time difference of Tr0 and Tr1), the past participating lead time Lrn (the difference of the days of Drn and Drn+1 —) Or the newest participating lead time shown in claim 34 based on the result of the processor which computes the average participating lead time ALrn of the time difference of Trn and Trn+1,

and a past n batch, About the equipment and 2 times of the newest participating track records which compare the past average participating lead time, the participating lead time in that case, It sets to the equipment which compares participating lead time with the participating lead time in front of that, about the equipment which compares the participating lead time in front of that, and n times of the participating track records for the past N months, and is  $1.Lr0 < ALrn2.(Lr0 < ALrn1) \text{ AND. } (Lr1 < Lr2) 3.(Lr0 < Lr1) \text{ AND } \dots (Lrn-1 < Lrn)$

When the conditions of \*\*\*\*\* are not satisfied, either, it is the total amount sigma of the past n times of the purchasing amount of money (Ep1, ..., Epn-1, Epn).

In the equipment which compares the past purchasing amount of money with F (multiplier which defines F for every objects, such as goods and a type of industry) based on the result of the equipment to compute, or the result of the equipment which computes the service point Pn according to the total amount of the past n times of the purchasing amount of money  $\text{sigma}(Ep1, \dots, Epn-1, Epn) > F$  Or  $Pn > As$  opposed to the customer to whom the conditions concerned are satisfied based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied when F is realized Or it is low in difficulty and the event which raised entertainment nature is offered. the prize which set up the success-in-an-election probability highly — Moreover, the offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to offer various privileges, such as a coupon and a service point.

[Claim 37] The equipment which accumulates the response hysteresis over advice of the information by e-mail etc. about the height of whenever [ interest / of the customer of claim 1 ], The equipment which offers offer of offer of the information and the advertisement about the goods group concerned and a related goods group, a prize, an event, etc., and various privileges according to the equipment which distinguishes the height of whenever [ interested ], and the height of whenever [ interested ] based on the data, The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing \*\*.

[Claim 38] About offer of the data utility according to the result of the equipment which accumulates the response hysteresis over advice of information by mail of claim 37 etc., it is based as a response to advice of information by e-mail etc. in the equipment which accumulates response hysteresis on the result of the equipment which computes the response amount of data of per one response (one session) from the result of the equipment which converts into a page or the number of alphabetic characters the amount of data which the customer acquired, and it is the newest response amount of data (Ex 0).

The past response amount of data (Exn)

It is the sum total sigma of the amount of data which the customer acquired by the response for the past N months when (n was the past count of a response and showed the past record with the increment in the value of n) (Ex1, ..., Exn-1, Exn).

The equipment which classifies the information and the advertisement accumulated in the equipment to compute, and a server and a database, an event, and a prize into the genre from which N. (multiplier which defines N for every objects, such as goods and type of industry) individual differs, Based on the result of the above-mentioned equipment, it is based on the result of the equipment which detects the genre Bxn of the data utility which the customer concerned uses best in the response track record for N months. It is based on the result of the equipment with which a genre detects Bxn and the data utility classified. The data utility of the genre about which the customer is most concerned is actively distributed with e-mail etc. Furthermore, the offer approach and customer data control method [claim 39] of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to offer various privileges, such as a coupon and a service point About offer of the data utility according to the result of the equipment which accumulates the response hysteresis over advice of information by mail of claim 37 etc., it sets to the equipment which accumulates response hysteresis, and is distribution spacing (g) of the information on e-mail etc.

Sending dates, such as the newest mail (Dx0)

Sending time of day, such as the newest mail (Tx0)

The response date to the newest mail etc. (Dx'0)

Response time of day to the newest mail etc. (Tx'0)

Sending dates, such as the past mail (Dxn)

Sending time of day, such as the past mail (Txn)

The response date to the past mail etc. (Dx'n)

Response time of day to the past mail etc. (Tx'n)

When (n is counts of sending, such as the past mail, and shows the past record with the increment in the value of n) It is based on the result of the processor which computes rate %Xn of an average response of a past n batch. In the equipment which holds the response to advice of information by a customer's mail etc., and compares the past n times of the rates of an average response with F1 (multiplier which defines F1 for every objects, such as goods and a type of industry) As opposed to the customer to whom the conditions concerned are satisfied based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied when  $Xn < F1$  is realized In the equipment which adjusts distribution spacing of advice of information by e-mail etc. for a long time, and compares the past n times of the rates of an average response with F2 (multiplier which defines F2 for every objects, such as goods and a type of industry) As opposed to the customer to whom the conditions concerned are satisfied based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied when  $Xn > F2$  is realized The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to adjust short distribution spacing of advice of information by e-mail etc.

[Claim 40] Sending dates, such as the newest mail in the equipment which accumulates response hysteresis about offer of the data utility according to the result of the equipment which accumulates the response hysteresis over advice of information by mail of claim 37 etc. (Dx0)

Sending time of day, such as the newest mail (Tx0)

The response date to the newest mail etc. (Dx'0)

Response time of day to the newest mail etc. (Tx'0)

The purchasing date of the goods and service by the response to the newest mail etc. (Dx"0)

Purchasing time of day of the goods and service by the response to the newest mail etc. (Tx"0)

Sending dates, such as the past mail (Dxn)

Sending time of day, such as the past mail (Tx'n)

The response date to the past mail etc. (Dx'n)

Response time of day to the past mail etc. (Tx'n)

The purchasing date of the goods and service by the response to the newest mail etc. (Dx"n)

Purchasing time of day of the goods and service by the response to the newest mail etc. (Tx"n)

When (n is counts of sending, such as the past mail, and shows the past record with the increment in the value of n), it is the rate of average response conclusion of a past n batch (rate % connected with purchasing of goods and service from the response to e-mail etc.).

In the equipment which holds the response to advice of information by e-mail etc., and compares the past n times of the rates of average response conclusion with F1 (multiplier which defines F1 for every objects, such as goods and a type of industry) based on the result of the processor which computes Zn As opposed to the customer to whom the conditions concerned are satisfied based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied when  $Zn < F1$  is realized In the equipment which restricts the content of the various privileges, such as a coupon, and the offer frequency of a privilege, and compares the past n times of the rates of average response conclusion with F2 (multiplier which defines F2 for every objects, such as goods and a type of industry) As opposed to the customer to whom the conditions concerned are satisfied based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied when  $Zn > F2$  is realized The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to make the content of the various privileges, such as a coupon, into what has a more high incentive, and to make the offer frequency of a privilege increase.

[Claim 41] Sending dates, such as the newest mail about offer of the data utility according to the result of the equipment which accumulates the response hysteresis over advice of information by mail of claim 37 etc. (Dx'0)

Sending time of day, such as the newest mail (Tx'0)

The response date to the newest mail etc. (Dx'0)

Response time of day to the newest mail etc. (Tx'0)

The purchasing date of the goods and service by the response to the newest mail etc. (Dx"0)

Purchasing time of day of the goods and service by the response to the newest mail etc. (Tx"0)

Sending dates, such as the past mail (Dxn)

Sending time of day, such as the past mail (Tx'n)

The response date to the past mail etc. (Dx'n)

Response time of day to the past mail etc. (Tx'n)

The purchasing date of the goods and service by the response to the newest mail etc. (Dx"n)

Purchasing time of day of the goods and service by the response to the newest mail etc. (Tx"n)

When (n is counts of sending, such as the past mail, and shows the past record with the increment in the value of n), it is the rate of average response conclusion of a past n batch (rate % connected with purchasing of goods and service from the response to e-mail etc.).

Based on the result of the processor which computes Zn, the response to advice of information by e-mail etc. is held, and it sets to the equipment which compares the past n times of the rates of average response conclusion, F1, and the rate of an average response and F2 (multiplier which defines F1 and F2 for every objects, such as goods and a type of industry), and is AND ( $Zn > F1$ ) ( $Xn > F2$ ).

As opposed to the customer to whom the conditions concerned are satisfied in a \*\*\*\*\* case based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied The content of the various privileges, such as a coupon, is made into what has a more high incentive. Moreover, the offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to make the offer frequency of a privilege increase, and makes it possible further to perform offer of the prize and event according to a customer's response hysteresis.

[Claim 42] In the equipment which accumulates response hysteresis about offer of the data utility according to the result of the equipment which accumulates the response hysteresis over advice of information by mail of claim 37 etc. The equipment which specifies the time zone (G) which a response concentrates especially among one day from the result of the equipment which divides one day in the time zone of N individual of 1 - N, and the equipment which memorizes the response time of day (Tx'n) to e-mail, The equipment which makes it possible to realize active information distribution by e-mail etc. in accordance with the time zone (G) concerned or the time zone of N individual in front of that based on \*\*\*\*\*, and the offer approach and customer data control method of information and an advertisement, and service which are characterized by providing \*\*.

[Claim 43] The equipment which accumulates the response frequency to advice of the information by e-mail etc. about the height of whenever [ interest / of the customer of claim 1 ], The equipment which offers offer of offer of the information and the advertisement about the goods group concerned and a related goods group, a prize, an event, etc., and various privileges according to the equipment which distinguishes the height of whenever [ interested ], and the height of whenever [ interested ] based on the data, The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing \*\*.

[Claim 44] About offer of the data utility according to the result of the equipment which records and accumulates the response frequency to advice of information by mail of claim 43 etc., it sets to the equipment which records and accumulates response frequency, and is distribution spacing (g) of the information on e-mail etc.

Sending dates, such as the newest mail (Dx'0)

Sending time of day, such as the newest mail (Tx'0)

The response date to the newest mail etc. (Dx'0)

Response time of day to the newest mail etc. (Tx'0)

Sending dates, such as the past mail (Dxn)

Sending time of day, such as the past mail (Txn)

The response date to the past mail etc. (Dx'n)

Response time of day to the past mail etc. (Tx'n)

When (n is counts of sending, such as the past mail, and shows the past record with the increment in the value of n) the newest response lead time Lx0 (the difference of the days of Dx [0] and Dx'0 —) or the time difference of Tx0 and Tx'0 and the past response lead time Lxn (the difference of the days of Dx'n and Dx'n —) Or it is based on the result of the processor which computes the average response lead time ALxn of the time difference of Txn and Tx'n, and a past n batch. In the equipment which holds the response to advice of information by a customer's mail etc., and compares mail delivery spacing with average response lead time g In the equipment which compares the newest response lead time with the past average response lead time among the past responses when  $g > ALxn$  is realized When  $Lx1 < ALxn$  is realized, it sets about the past 2 times of response track records to the equipment which compares the response lead time in that case with the response lead time in front of that, and it is AND (Lx1 < Lx2). (Lx2 < Lx3)

It sets to the equipment which compares response lead time with the response lead time in front of that about a \*\*\*\*\* case or n times of the response track records for the past N months, and is AND (Lx1 < Lx2).... (Lxn-1 < Lxn)

As opposed to the customer to whom the conditions concerned are satisfied in a \*\*\*\*\* case based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied In the equipment which compares mail delivery spacing with the equipment which makes it possible to adjust short distribution spacing of advice of information by e-mail etc., and average response lead time In the equipment which compares the newest response lead time with the past average response lead time among the past responses when  $g < ALxn$  is realized When  $Lx1 > ALxn$  is realized, it sets about the past 2 times of response track records to the equipment which compares the response lead time in that case with the response lead time in front of that, and it is AND (Lx1 > Lx2). (Lx2 > Lx3)

It sets to the equipment which compares response lead time with the response lead time in front of that about a \*\*\*\*\* case or n times of the response track records for the past N months, and is AND (Lx1 > Lx2).... (Lxn-1 > Lxn)

The offer approach and the customer data-control method of information and an advertisement, and service which are characterized by to provide the equipment which makes it possible to adjust distribution spacing of advice of information by e-mail etc. for a long time to the customer to whom the conditions concerned are satisfied in a \*\*\*\*\* case based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied.

[Claim 45] Sending dates, such as the newest mail in the equipment which records and accumulates response frequency about offer of the data utility according to the result of the equipment which records and accumulates the response frequency to advice of information by mail of claim 43 etc. (Dx0)

Sending time of day, such as the newest mail (Tx0)

The response date to the newest mail etc. (Dx'0)

Response time of day to the newest mail etc. (Tx'0)

Sending dates, such as the past mail (Dxn)

Sending time of day, such as the past mail (Txn)

The response date to the past mail etc. (Dx'n)

Response time of day to the past mail etc. (Tx'n)

When (n is counts of sending, such as the past mail, and shows the past record with the increment in the value of n) the newest response lead time Lx0 (the difference of the days of Dx [0] and Dx'0 —) or the time difference of Tx0 and Tx'0 and the past response lead time Lxn (the difference of the days of Dx'n and Dx'n —) Or it is based on the result of the processor which computes the average response lead time ALxn of the time difference of Txn and Tx'n, and a past n batch. the response to advice of information by a customer's mail etc. — taking control — the newest response date (Dx'0) — or The date which has passed by average response lead time (ALxn) since the newest response time of day (Tx'0), And based on the result of the equipment which computes time of day and Dx'xTx'x, it doubles at the date (Dx'x) or time of day (Tx'x). Various privileges, such as a coupon and a service point, and the access track record to information and advertisement of a customer, The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to carry out information distribution of the various information, such as information and an advertisement according to access frequency and a prize, and an event, etc. actively with e-mail etc.

[Claim 46] About offer of the data utility according to the result of the equipment which records and accumulates the response frequency to advice of information by mail of claim 43 etc., it sets to the equipment which records and accumulates response frequency, and is distribution spacing (g) of the information on e-mail etc.

Sending dates, such as the newest mail (Dx0)

Sending time of day, such as the newest mail (Tx0)

The response date to the newest mail etc. (Dx'0)

Response time of day to the newest mail etc. (Tx'0)

Sending dates, such as the past mail (Dxn)

Sending time of day, such as the past mail (Txn)

The response date to the past mail etc. (Dx'n)

Response time of day to the past mail etc. (Tx'n)

When (n is counts of sending, such as the past mail, and shows the past record with the increment in the value of n) the newest response lead time Lx0 (the difference of the days of Dx [0] and Dx'0 —) or the time difference of Tx0 and Tx'0 and the past response lead time Lxn (the difference of the days of Dx'n and Dx'n —) Or the average response lead time shown in claim 44 based on the result of the processor which computes the average response lead time ALxn of the time difference of Txn and Tx'n, and a past n batch, The lead time of the newest response among the equipment which compares mail delivery spacing, and the past response track record, About the equipment and the past 2 times of the response track records which compare the past average response lead time, the response lead time in that case, In the equipment which compares response lead time with the response lead time in front of that about the equipment which compares the response lead time in front of that, and n times of the response track records for the past N months 1.  $g > ALxn$  2.  $Lx1 < ALxn$  3. (Lx1 < Lx2) AND (Lx2 < Lx3)



4.  $(Lx1 < Lx2) \text{ AND } \dots (Lxn-1 < Lxn)$

When the conditions of \*\*\*\*\* are not satisfied, either, it is the total amount sigma of the past n times of the purchasing amount of money (Ep1, ..., Epn-1, Epn).

In the equipment which compares the past purchasing amount of money with F (multiplier which defines F for every objects, such as goods and a type of industry) based on the result of the equipment to compute, or the result of the equipment which computes the service point Pn according to the total amount of the past n times of the purchasing amount of money sigma(Ep1, ..., Epn-1, Epn) > F Or Pn > As opposed to the customer to whom the conditions concerned are satisfied based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied when F is realized The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to offer various privileges, such as a coupon and a service point.

[Claim 47] The equipment which accumulates the utilization hysteresis of the various privileges concerning acquisition of goods, such as a coupon, and service about the height of whenever [ interest / of the customer of claim 1 ], The equipment which offers offer of offer of the information and the advertisement about the goods group concerned and a related goods group, a prize, an event, etc., and various privileges according to the equipment which distinguishes the height of whenever [ interested ], and the height of whenever [ interested ] based on the data, The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing \*\*.

[Claim 48] It is based on the result of the equipment which computes the utilization point size of per 1 utilization opportunity (one session) from the result of the equipment which converts into a point size the various privileges which the customer used in the equipment which accumulates the utilization hysteresis of various privileges about the information and the advertisement according to the result of the equipment which accumulates the utilization hysteresis of the various privileges of claim 47, and offer of service, and it is the newest utilization point size (Ey0).

The past utilization point size (Eyn)

When (n is the past count of privilege utilization and shows the past record with the increment in the value of n), it is the sum total sigma of the utilization point size a customer's privilege for the past N months (Ey1, ..., Eyn-1, Eyn).

It is based on the result of the equipment to compute, the equipment which classifies the various privileges with which a customer is provided into the type with which N (multiplier which defines N for every objects, such as goods and type of industry) individuals differ, and the above-mentioned equipment. In utilization of the privilege for N months It is based on the result of the equipment which detects Type Byn which the customer concerned uses best. The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment with which a customer makes it possible to offer the privilege of a most concerned type based on the result of the equipment which detects the privilege of Byn and the type classified.

[Claim 49] With [ of the newest privilege in the equipment which accumulates the utilization hysteresis of various privileges about the information and the advertisement according to the result of the equipment which accumulates the utilization hysteresis of the various privileges of claim 47, and offer of service ] the date of issue (Dy0)

Issuance time of day of the newest privilege (Ty0)

The utilization date of the newest privilege (Dy'0)

Utilization time of day of the newest privilege (Ty'0)

With [ of the past privilege ] the date of issue (Dyn)

Issuance time of day of the past privilege (Tyn)

The utilization date of the past privilege (Dy'n)

Utilization time of day of the past privilege (Ty'n)

When (n is the count of issuance of the past privilege and shows the past record with the increment in the value of n) In the equipment which holds the utilization disposition of a customer's various privileges and compares the past n times of the average utilization factors F (multiplier which defines F1 and F2 for every objects, such as goods and a type of industry) based on the result of the processor which computes average privilege utilization factor %Yn of a past n batch As opposed to the customer to whom the conditions concerned are satisfied based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied when  $Yn > F1$  is realized While making it possible to make the content of the various privileges, such as a coupon, into a content with a more high incentive, and to make the offer frequency of a privilege increase As opposed to the customer to whom the conditions concerned are satisfied based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied when  $Yn < F2$  is realized The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to restrict the content of the various privileges, such as a coupon, and the offer frequency of a privilege.

[Claim 50] In the equipment which accumulates the utilization hysteresis of various privileges about the information and the advertisement according to the result of the equipment which accumulates the utilization hysteresis of the various privileges of claim 47, and offer of service The equipment which divides one day in the time zone of N individual of 1 - N, and the equipment which memorizes the utilization time of day (Ty'n) of a privilege, the result of the equipment which specifies from \*\*\*\*\* the time zone (G) which utilization of a privilege concentrates especially among one day — being based — the time zone (G) concerned — or The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to realize active information distribution according the information (message) which attached various privileges, such as a coupon, to e-mail etc. in accordance with the time zone of N individual in front of that.

[Claim 51] The equipment which records and accumulates the utilization frequency of the various privileges concerning acquisition of goods, such as a coupon, and service about the height of whenever [ interest / of the customer of claim 1 ], The equipment which offers offer of offer of the information and the advertisement about the goods group concerned and a related goods group, a prize, an event, etc., and various privileges according to the equipment which distinguishes the height of whenever [ interested ], and the height of whenever [ interested ] based on the data, The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing \*\*.

[Claim 52] with [ of the newest privilege in the equipment which records and accumulates the utilization frequency of various



privileges about offer of the information and the advertisement which was alike and responded to the result of the equipment which records and accumulates the utilization frequency of the various privileges of claim 51, and service ] the date of issue (Dy0)

Issuance time of day of the newest privilege (Ty0)

The utilization date of the newest privilege (Dy'0)

Utilization time of day of the newest privilege (Ty'0)

With [ of the past privilege ] the date of issue (Dyn)

Issuance time of day of the past privilege (Tyn)

The utilization date of the past privilege (Dy'n)

Utilization time of day of the past privilege (Ty'n)

When (n is the count of issuance of the past privilege and shows the past record with the increment in the value of n) the newest privilege utilization lead time Ly0 (the difference of the days of Dy [0] and Dy'0 →) or the time difference of Ty0 and Ty'0 and the past privilege utilization lead time Lyn (the difference of the days of Dyn and Dy'n →) Or it is based on the result of the processor which computes the average privilege utilization lead time ALyn of the time difference of Tyn and Ty'n, and a past n batch. In the equipment which holds the utilization disposition of a customer's various privileges and compares the newest privilege utilization lead time with the past average privilege utilization lead time among the past privilege utilization When Ly1<ALyn is realized, it sets about the past 2 times of privilege utilization track records to the equipment which compares the privilege utilization lead time in that case with the privilege utilization lead time in front of that, and it is AND (Ly1<Ly2). (Ly2<Ly3)

It sets to the equipment which compares privilege utilization lead time with the privilege utilization lead time in front of that about a \*\*\*\*\* case or n times of the privilege utilization track records for the past N months, and is AND (Ly1<Ly2).... (Lyn-1<Lyn)

As opposed to the customer to whom the conditions concerned are satisfied in a \*\*\*\*\* case based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied The content of the various privileges, such as a coupon, is made into what has a more high incentive. Moreover, the offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to make the offer frequency of a privilege increase, and makes it possible further to offer the information and the advertisement according to a customer's privilege utilization hysteresis, a prize, an event, etc.

[Claim 53] with [ of the newest privilege in the equipment which records and accumulates the utilization frequency of various privileges about offer of the information and the advertisement which was alike and responded to the result of the equipment which records and accumulates the utilization frequency of the various privileges of claim 51, and service ] the date of issue (Dy0)

Issuance time of day of the newest privilege (Ty0)

The utilization date of the newest privilege (Dy'0)

Utilization time of day of the newest privilege (Ty'0)

With [ of the past privilege ] the date of issue (Dyn)

Issuance time of day of the past privilege (Tyn)

The utilization date of the past privilege (Dy'n)

Utilization time of day of the past privilege (Ty'n)

When (n is the count of issuance of the past privilege and shows the past record with the increment in the value of n) the newest privilege utilization lead time Ly0 (the difference of the days of Dy [0] and Dy'0 →) or the time difference of Ty0 and Ty'0 and the past privilege utilization lead time Lyn (the difference of the days of Dyn and Dy'n →) Or it is based on the result of the processor which computes the average privilege utilization lead time ALyn of the time difference of Tyn and Ty'n, and a past n batch. the utilization disposition of a customer's various privileges — taking control — the newest privilege utilization date (Dy'0) among the utilization track records of the past privilege — or The date which has passed by average privilege utilization lead time (ALyn) since the newest privilege utilization time of day (Ty'0), And based on the result of the equipment which computes time of day and Dy'xTy'x, it doubles at the date (Dy'x) or time of day (Ty'x). Various privileges, such as a coupon and a service point, and the access track record to information and advertisement of a customer, The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to carry out information distribution of the various information, such as information and an advertisement according to access frequency and a prize, and an event, etc. actively with e-mail etc.

[Claim 54] with [ of the newest privilege in the equipment which records and accumulates the utilization frequency of various privileges about offer of the information and the advertisement which was alike and responded to the result of the equipment which records and accumulates the utilization frequency of the various privileges of claim 51, and service ] the date of issue (Dy0)

Issuance time of day of the newest privilege (Ty0)

The utilization date of the newest privilege (Dy'0)

Utilization time of day of the newest privilege (Ty'0)

With [ of the past privilege ] the date of issue (Dyn)

Issuance time of day of the past privilege (Tyn)

The utilization date of the past privilege (Dy'n)

Utilization time of day of the past privilege (Ty'n)

When (n is the count of issuance of the past privilege and shows the past record with the increment in the value of n) the newest privilege utilization lead time Ly0 (the difference of the days of Dy [0] and Dy'0 →) or the time difference of Ty0 and Ty'0 and the past privilege utilization lead time Lyn (the difference of the days of Dyn and Dy'n →) Or newest privilege utilization lead time among the past privilege utilization track records shown in claim 52 based on the result of the processor which computes the average privilege utilization lead time ALyn of the time difference of Tyn and Ty'n, and a past n batch, About the equipment and the past 2 times of the privilege utilization track records which compare the past average privilege utilization lead

time, the privilege utilization lead time in that case. In the equipment which compares privilege utilization lead time with the privilege utilization lead time in front of that, about the equipment which compares the privilege utilization lead time in front of that, and n times of the privilege utilization lead time records for the past N months 1.  $Ly1 < ALy1$  AND  $Ly1 < Ly2$  AND  $(Ly2 < Ly3)$  3.  $(Ly1 < Ly2) AND \dots (Lyn - 1 < Lyn)$

When the conditions of \*\*\*\*\* are not satisfied, either, it is the total amount sigma of the past n times of the purchasing amount of money (Ep1, ..., Epn-1, Epn).

In the equipment which compares the past purchasing amount of money with F (multiplier which defines F for every objects, such as goods and a type of industry) based on the result of the equipment to compute, or the result of the equipment which computes the service point Pn according to the total amount of the past n times of the purchasing amount of money  $\sigma(Ep1, \dots, Epn-1, Epn) > F$  Or  $Pn > As$  opposed to the customer to whom the conditions concerned are satisfied based on the result of the equipment which detects the customer to whom the conditions concerned are satisfied when F is realized The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing the equipment which makes it possible to offer various privileges, such as a coupon and a service point.

[Claim 55] The equipment which accumulates the purchasing hysteresis of the goods group concerned and a related goods group about the height of whenever [ interest / of the customer of claim 1 ], The equipment which records and accumulates the purchasing frequency of the goods group concerned and a related goods group, and the equipment which accumulates the access hysteresis to the information and the advertisement about the goods group concerned and a related goods group, The equipment which records and accumulates the access frequency to the information and the advertisement about the goods group concerned and a related goods group, The equipment which accumulates the participating hysteresis to the event relevant to the goods group concerned and a related goods group, a prize, etc., The equipment which records and accumulates the participating frequency to the event relevant to the goods group concerned and a related goods group, a prize, etc., The equipment which accumulates the response hysteresis over advice of information by e-mail etc., The equipment which records and accumulates the response frequency to advice of information by e-mail etc., The equipment which accumulates the utilization hysteresis of the various privileges concerning acquisition of goods, such as a coupon, and service, The equipment which records and accumulates the utilization frequency of the various privileges concerning acquisition of goods, such as a coupon, and service, The equipment which accumulates basic profiles, such as a customer's age, sex, an address, an occupation, and an income, The information field with a hobby or an interest etc. combines these data with the equipment which accumulates available taste and attribute information in marketing. By partial combination and cross-reference synthetically The equipment which offers offer of offer of the information and the advertisement about the goods group concerned and a related goods group, a prize, an event, etc., and various privileges according to the equipment which distinguishes the height of whenever [ interest / for every customer ], and the height of whenever [ interested ], The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing \*\*.

[Claim 56] The equipment which accumulates the purchasing hysteresis of the goods group concerned and a related goods group about the height of whenever [ interest / of the customer of claim 1 and claim 55 ], The equipment which records and accumulates the purchasing frequency of the goods group concerned and a related goods group, and the equipment which accumulates the access hysteresis to the information and the advertisement about the goods group concerned and a related goods group, The equipment which records and accumulates the access frequency to the information and the advertisement about the goods group concerned and a related goods group, The equipment which accumulates the participating hysteresis to the event relevant to the goods group concerned and a related goods group, a prize, etc., The equipment which records and accumulates the participating frequency to the event relevant to the goods group concerned and a related goods group, a prize, etc., The equipment which accumulates the response hysteresis over advice of information by e-mail etc., The equipment which records and accumulates the response frequency to advice of information by e-mail etc., The equipment which accumulates the utilization hysteresis of the various privileges concerning acquisition of goods, such as a coupon, and service, The equipment which records and accumulates the utilization frequency of the various privileges concerning acquisition of goods, such as a coupon, and service, The equipment which accumulates basic profiles, such as a customer's age, sex, an address, an occupation, and an income, The equipment which accumulates available taste and attribute information in marketing, such as the information field with a hobby or an interest, these data — a customer — a principal and a customer — a principal — authorization — a carrier beam person — opening to the public — a customer — a principal or a customer — from a principal authorization by the carrier beam person with the equipment which enables informational edit and deletion These data are combined. By partial combination and cross-reference synthetically The equipment which offers offer of offer of the information and the advertisement about the goods group concerned and a related goods group, a prize, an event, etc., and various privileges according to the equipment which distinguishes the height of whenever [ interest / for every customer ], and the height of whenever [ interested ], The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing \*\*.

[Claim 57] The equipment which accumulates the purchasing hysteresis of the goods group concerned and a related goods group about the height of whenever [ interest / of the customer of claim 1 and claim 55 ], The equipment which records and accumulates the purchasing frequency of the goods group concerned and a related goods group, and the equipment which accumulates the access hysteresis to the information and the advertisement about the goods group concerned and a related goods group, The equipment which records and accumulates the access frequency to the information and the advertisement about the goods group concerned and a related goods group, The equipment which accumulates the participating hysteresis to the event relevant to the goods group concerned and a related goods group, a prize, etc., The equipment which records and accumulates the participating frequency to the event relevant to the goods group concerned and a related goods group, a prize, etc., The equipment which accumulates the response hysteresis over advice of information by e-mail etc., The equipment which records and accumulates the response frequency to advice of information by e-mail etc., The equipment which accumulates the utilization hysteresis of the various privileges concerning acquisition of goods, such as a coupon, and service, The equipment which records and accumulates the utilization frequency of the various privileges concerning acquisition of goods, such as a coupon, and service, The equipment which accumulates basic profiles, such as a customer's age, sex, an address, an occupation, and an income, The equipment which accumulates available taste and attribute information in marketing, such as the information

field with a hobby or an interest, These data are combined with the equipment which realizes the high security function are not opened to the public by being treated as secrecy about these data. By partial combination and cross-reference synthetically The equipment which offers offer of offer of the information and the advertisement about the goods group concerned and a related goods group, a prize, an event, etc. to various privileges according to the equipment which distinguishes the height of whenever [ interest / for every customer ], and the height of whenever [ interested ], The offer approach and customer data control method of information and an advertisement, and service which are characterized by providing \*\*.

[Claim 58] In implementation of the service according to the height of whenever [ interest / of the customer of claims 2-57 using the system of claim 1 ] The equipment which accumulates the purchasing hysteresis of the goods group concerned and a related goods group, and the equipment which records and accumulates the purchasing frequency of the goods group concerned and a related goods group, The equipment which accumulates the access hysteresis to the information and the advertisement about the goods group concerned and a related goods group, The equipment which records and accumulates the access frequency to the information and the advertisement about the goods group concerned and a related goods group, The equipment which accumulates the participating hysteresis to the event relevant to the goods group concerned and a related goods group, a prize, etc., The equipment which records and accumulates the participating frequency to the event relevant to the goods group concerned and a related goods group, a prize, etc., The equipment which accumulates the response hysteresis over advice of information by e-mail etc., The equipment which records and accumulates the response frequency to advice of information by e-mail etc., The equipment which accumulates the utilization hysteresis of the various privileges concerning acquisition of goods, such as a coupon, and service, The equipment which records and accumulates the utilization frequency of the various privileges concerning acquisition of goods, such as a coupon, and service, The equipment which accumulates basic profiles, such as a customer's age, sex, an address, an occupation, and an income, The equipment which accumulates available taste and attribute information in marketing, such as the information field with a hobby or an interest, The equipment which computes the point size by which point conversion were carried out with the conversion rate set as arbitration based on \*\*\*\*\*, The equipment which performs point conversion processing which performs only addition processing and computes the accumulating-totals point balance, without carrying out subtraction processing of the point size concerned, In a system equipped with the equipment which records and accumulates the point concerned at a server or a database, and the equipment displayed and reproduced with a personal digital assistant etc. so that the accumulating-totals point size which gained according to actuation of a customer can be grasped and checked The offer approach and customer data control method of information and an advertisement, and service which are characterized by offering information, an advertisement, an event, a prize, etc. according to a customer's acquisition point balance.

[Claim 59] About offer of the service according to the result of the equipment which records and accumulates the point for every customer of claim 58 at a server or a database When an accumulating-totals point size becomes a server or a database more than with a predetermined number based on the result of the equipment recorded and accumulated about the point for every customer, The equipment which computes the point size by which point conversion were carried out with the conversion rate set as arbitration according to actuation of a customer, The equipment which performs point conversion processing which performs subtraction processing for the point size concerned from point accumulating totals, and computes the point balance, In a system equipped with the equipment which records and accumulates the point concerned at a server or a database, and the equipment displayed and reproduced with a personal digital assistant etc. so that the accumulating-totals point size which gained according to actuation of a customer can be grasped and checked The offer approach and customer data control method of information and an advertisement, and service which are characterized by offering information, an advertisement, an event, a prize, etc. according to a customer's acquisition point balance.

[Claim 60] Claims 2-26; equipment which accumulates the purchasing hysteresis of 36, 40, 41, 47-59 using the system of claim 1, and about the information and the advertisement according to the result of the equipment which records and accumulates purchasing frequency, and offer of service The goods concerned which were given to the goods containing software, such as an image, an image, and music, and were recorded by the approach of attachment, printing, marking, or others A uniquely identifiable goods ID code, The database which records and accumulates various attribute information, such as a class of goods with which the code concerned was given, a manufacture date, a ship date, an expiration date, and guarantee length, with all effective goods ID codes, The equipment which searches the database with which the goods ID code was recorded, and distinguishes the effectiveness of a code when a customer uses the system of claim 1 at the time of goods purchase and inputs a goods ID code at it, The inputted goods ID code based on the result of the equipment which distinguishes the effectiveness of a code The class of goods recorded on the database with the goods ID code concerned and the goods ID code concerned when judged with it being effective, Various attribute information, such as a manufacture date, a ship date, an expiration date, and guarantee length, with incidental information, such as a date, time of day, etc. of an input The goods ID code inputted as the equipment recorded and accumulated as purchase data of the customer concerned, And the purchasing hysteresis and purchasing frequency of the past of the customer concerned, and access hysteresis and access frequency to information and an advertisement, The participating hysteresis and the participating frequency to an event or a prize, and the response hysteresis to the advice of information of e-mail etc., The utilization hysteresis of various privileges, such as a coupon, and basic profiles, such as a customer's age, sex, etc., And the equipment which computes the point size by which point conversion were carried out with the conversion rate set as arbitration according to taste and attribute information, such as the information field with a hobby or an interest, The equipment which performs point conversion processing which performs only addition processing and computes the accumulating-totals point balance, without carrying out subtraction processing of the point size concerned, In a system equipped with the equipment which records and accumulates the point concerned at a server or a database, and the equipment displayed and reproduced with a personal digital assistant etc. so that the accumulating-totals point size which gained according to actuation of a customer can be grasped and checked The offer approach and customer data control method of information and an advertisement, and service which are characterized by offering information, an advertisement, an event, a prize, etc. according to a customer's acquisition point balance.

[Claim 61] Claims 17-26, 37-46, the information and the advertisement according to the result of the equipment which accumulates the access hysteresis to the information and the advertisement of 55-59 using the system of claim 1, The advertisement concerned which was given to the advertisement containing software, such as an image, an image, and music, and

was recorded by the approach of attachment, printing, marking, or others about offer of service And a uniquely identifiable advertising ID code, The database which records and accumulates various attribute information, such as the class of advertisement with which the code concerned was given, a target product, an advertising content, utilization media, the date of issue, a bulletin frame, and an expiration date, with all effective advertising ID codes, The equipment which searches the database with which the advertising ID code was recorded, and distinguishes the effectiveness of a code when a customer touches the advertisement concerned, the system of claim 1 is used and an advertising ID code is inputted, The inputted advertising ID code based on the result of the equipment which distinguishes the effectiveness of a code The class of advertisement recorded on the database with the advertising ID code concerned and the advertising ID code concerned when judged with it being effective, Various attribute information, such as a target product, an advertising content, utilization media, the date of issue, a bulletin frame, and an expiration date, with incidental information, such as a date, time of day, etc. of an input The advertising ID code inputted as the equipment recorded and accumulated as data of the customer concerned, And the purchasing hysteresis and purchasing frequency of the past of the customer concerned, and access hysteresis and access frequency to information and an advertisement, The participating hysteresis and the participating frequency to an event or a prize, and the response hysteresis to the advice of information of e-mail etc., The utilization hysteresis of various privileges, such as a coupon, and basic profiles, such as a customer's age, sex, etc., And the equipment which computes the point size by which point conversion were carried out with the conversion rate set as arbitration according to taste and attribute information, such as the information field with a hobby or an interest, The equipment which performs point conversion processing which performs only addition processing and computes the accumulating-totals point balance, without carrying out subtraction processing of the point size concerned, In a system equipped with the equipment which records and accumulates the point concerned at a server or a database, and the equipment displayed and reproduced with a personal digital assistant etc. so that the accumulating-totals point size which gained according to actuation of a customer can be grasped and checked The offer approach and customer data control method of information and an advertisement, and service which are characterized by offering information, an advertisement, an event, a prize, etc. according to a customer's acquisition point balance.

[Claim 62] In the system which realizes claims 1-61 instead of a personal digital assistant It has an interface device for the input, a display, and playback of information, such as WWW browsers, such as a personal computer connected to the communication network. In a system equipped with the equipment which connects with a server or a database via a communication network, and realizes exchange of bidirectional information The offer approach and customer data control method of information and an advertisement, and service which are characterized by offering offer of offer of the information and the advertisement about the goods group concerned and a related goods group, a prize, an event, etc., and various privileges according to the height of whenever [interested]. a function — having — the offer approach of the information and the advertisement to be used, and service, and a customer data control method.

[Claim 63] In the system which realizes claims 1-61 The telephone which can send a tone signal instead of a personal digital assistant, The equipment which detects the tone signal of telephone and transmits a user's input to a server or a database, In the interface device which changes and transmits the information recorded and accumulated to voice at a server or a database, and a system equipped with \*\* The offer approach and customer data control method of information and an advertisement, and service which are characterized by offering offer of offer of the information and the advertisement about the goods group concerned and a related goods group, a prize, an event, etc., and various privileges according to the height of whenever [interested]. a function — having — the offer approach of the information and the advertisement to be used, and service, and a customer data control method.